

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Nov 2011	Nov 2012	% Change	Nov 2011	Nov 2012	% Change	Nov 2011	Nov 2012	% Change	Nov 2011	Nov 2012	% Change	Nov 2011	Nov 2012	% Change
Apache County	42.5%	41.5%	-2.3%	\$69.47	\$72.48	4.3%	\$29.55	\$30.11	1.9%	12,289	12,252	-0.3%	28,890	29,490	2.1%
Cochise County	46.4%	44.7%	-3.9%	\$67.91	\$65.27	-3.9%	\$31.54	\$29.14	-7.6%	42,414	40,763	-3.9%	91,320	91,290	0.0%
Coconino County	46.5%	46.8%	0.5%	\$70.97	\$72.63	2.3%	\$33.03	\$33.98	2.9%	141,472	141,935	0.3%	303,930	303,390	-0.2%
Gila County	45.3%	50.7%	11.8%	\$67.09	\$65.92	-1.7%	\$30.40	\$33.40	9.9%	15,945	17,828	11.8%	35,190	35,190	0.0%
Graham County	41.0%	49.9%	21.7%	\$68.31	\$74.75	9.4%	\$28.04	\$37.33	33.1%	7,635	9,290	21.7%	18,600	18,600	0.0%
Greenlee County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
La Paz County	56.3%	53.9%	-4.1%	\$60.91	\$62.58	2.7%	\$34.28	\$33.75	-1.5%	10,484	10,049	-4.1%	18,630	18,630	0.0%
Maricopa County	59.3%	57.4%	-3.3%	\$107.70	\$106.68	-0.9%	\$63.89	\$61.19	-4.2%	1,062,557	1,033,779	-2.7%	1,791,150	1,802,160	0.6%
Mohave County	48.6%	50.1%	3.0%	\$58.53	\$59.65	1.9%	\$28.45	\$29.87	5.0%	61,837	63,682	3.0%	127,230	127,200	0.0%
Navajo County	39.2%	36.5%	-7.0%	\$60.82	\$64.01	5.2%	\$23.85	\$23.34	-2.1%	37,972	34,777	-8.4%	96,840	95,370	-1.5%
Pima County	53.4%	55.3%	3.6%	\$89.33	\$85.56	-4.2%	\$47.68	\$47.31	-0.8%	261,421	263,173	0.7%	489,750	475,980	-2.8%
Pinal County	56.5%	54.9%	-2.8%	\$71.14	\$70.55	-0.8%	\$40.18	\$38.72	-3.6%	36,487	36,327	-0.4%	64,590	66,180	2.5%
Santa Cruz County	48.5%	43.1%	-11.3%	\$70.59	\$69.38	-1.7%	\$34.27	\$29.88	-12.8%	15,510	13,759	-11.3%	31,950	31,950	0.0%
Yavapai County	50.4%	50.4%	0.1%	\$113.25	\$120.45	6.4%	\$57.04	\$60.74	6.5%	75,311	75,262	-0.1%	149,520	149,250	-0.2%
Yuma County	57.5%	54.1%	-5.9%	\$73.09	\$71.21	-2.6%	\$42.03	\$38.51	-8.4%	64,444	60,514	-6.1%	112,080	111,900	-0.2%

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County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	2011 YTD	2012 YTD	% Change	2011 YTD	2012 YTD	% Change	2011 YTD	2012 YTD	% Change	2011 YTD	2012 YTD	% Change	2011 YTD	2012 YTD	% Change
Apache County	57.5%	55.6%	-3.3%	\$78.88	\$79.55	0.8%	\$45.35	\$44.24	-2.4%	188,039	181,604	-3.4%	327,102	326,522	-0.2%
Cochise County	54.3%	49.3%	-9.2%	\$69.45	\$69.08	-0.5%	\$37.72	\$34.08	-9.6%	552,145	501,563	-9.2%	1,016,665	1,016,574	0.0%
Coconino County	65.4%	66.9%	2.4%	\$90.43	\$93.12	3.0%	\$59.11	\$62.33	5.4%	2,309,237	2,358,017	2.1%	3,532,718	3,523,156	-0.3%
Gila County	51.4%	55.2%	7.5%	\$69.19	\$70.49	1.9%	\$35.56	\$38.93	9.5%	201,336	216,354	7.5%	391,782	391,782	0.0%
Graham County	45.6%	50.8%	11.4%	\$68.39	\$73.47	7.4%	\$31.21	\$37.36	19.7%	94,491	105,288	11.4%	207,080	207,080	0.0%
Greenlee County	N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A		N/A	N/A	
La Paz County	55.0%	57.8%	5.1%	\$62.67	\$63.01	0.5%	\$34.47	\$36.44	5.7%	114,093	119,937	5.1%	207,414	207,414	0.0%
Maricopa County	58.9%	58.8%	-0.2%	\$106.08	\$108.18	2.0%	\$62.53	\$63.66	1.8%	11,705,713	11,780,761	0.6%	19,857,910	20,018,920	0.8%
Mohave County	58.2%	57.7%	-0.8%	\$62.37	\$63.60	2.0%	\$36.31	\$36.72	1.1%	824,827	817,646	-0.9%	1,416,737	1,416,219	0.0%
Navajo County	51.7%	51.6%	-0.1%	\$67.89	\$69.95	3.0%	\$35.07	\$36.09	2.9%	560,491	551,507	-1.6%	1,084,877	1,069,002	-1.5%
Pima County	56.3%	57.4%	2.1%	\$90.78	\$89.58	-1.3%	\$51.08	\$51.44	0.7%	3,006,756	3,061,397	1.8%	5,343,954	5,331,499	-0.2%
Pinal County	57.4%	55.1%	-4.0%	\$70.97	\$73.38	3.4%	\$40.74	\$40.43	-0.8%	405,602	405,917	0.1%	706,605	736,804	4.3%
Santa Cruz County	50.2%	44.3%	-11.8%	\$71.95	\$70.26	-2.4%	\$36.13	\$31.12	-13.9%	181,368	157,565	-13.1%	361,140	355,710	-1.5%
Yavapai County	56.3%	58.7%	4.3%	\$116.27	\$121.71	4.7%	\$65.48	\$71.46	9.1%	936,947	975,770	4.1%	1,663,690	1,661,798	-0.1%
Yuma County	57.9%	56.8%	-1.9%	\$72.54	\$71.19	-1.9%	\$42.02	\$40.47	-3.7%	722,820	709,143	-1.9%	1,247,824	1,247,458	0.0%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.